



PedNet

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Executive Director
PedNet Coalition

Vision Zero

- Data-driven strategy to achieve zero traffic fatalities or serious injuries across all forms of transportation
 - Policy
 - Road design
 - Enforcement
 - Culture
- Principles
 - Ethics
 - Responsibility
 - Safety



- Ethics

- Traffic deaths and serious injuries are both preventable and ethically unacceptable

- No “acceptable” level of risk
 - Not based on cost/benefit analyses
 - Crash vs. accident

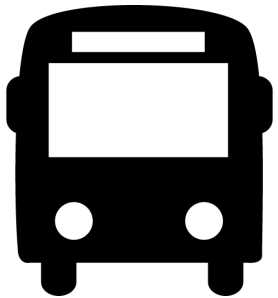
- Comprehensive

- All road users
 - Prioritizes vulnerable road users

- Culture shift

Culture of acceptance

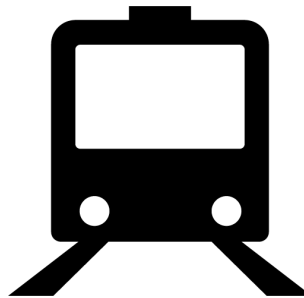
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469



601

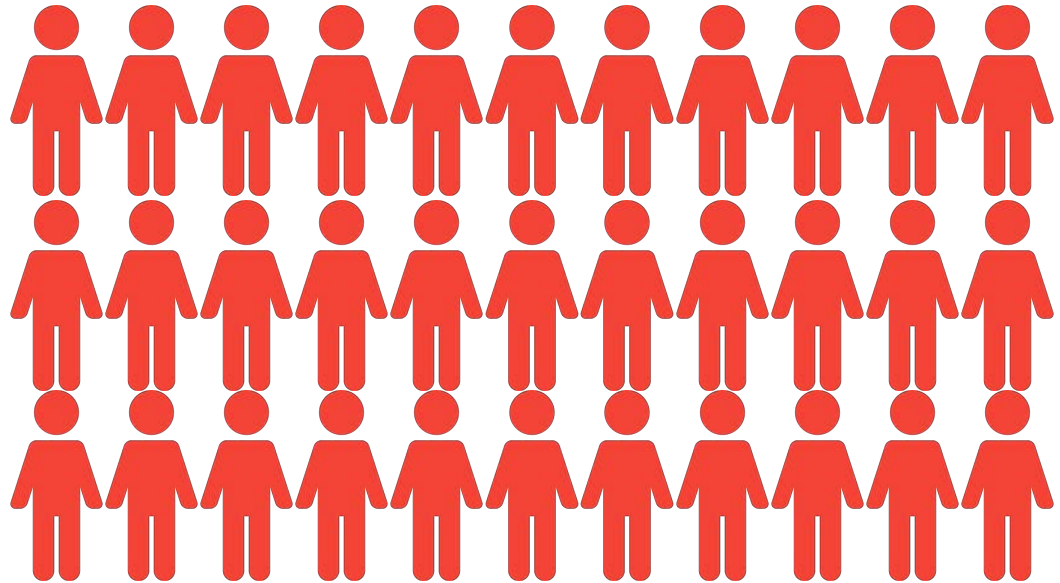
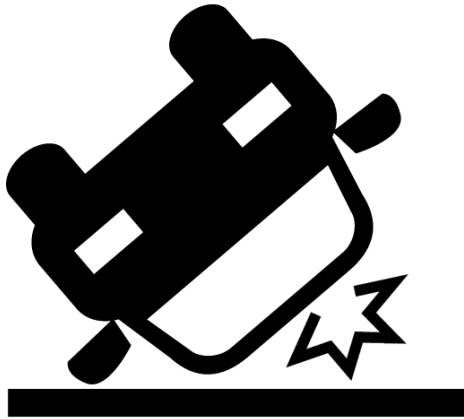
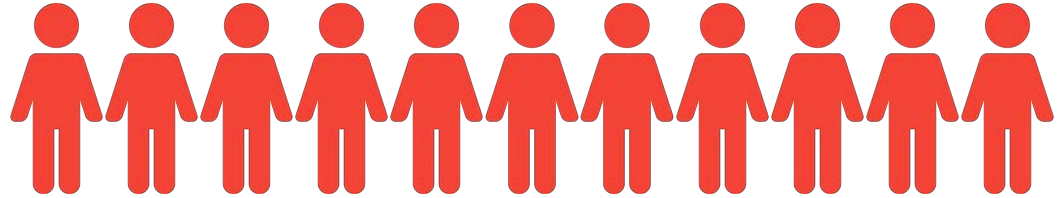



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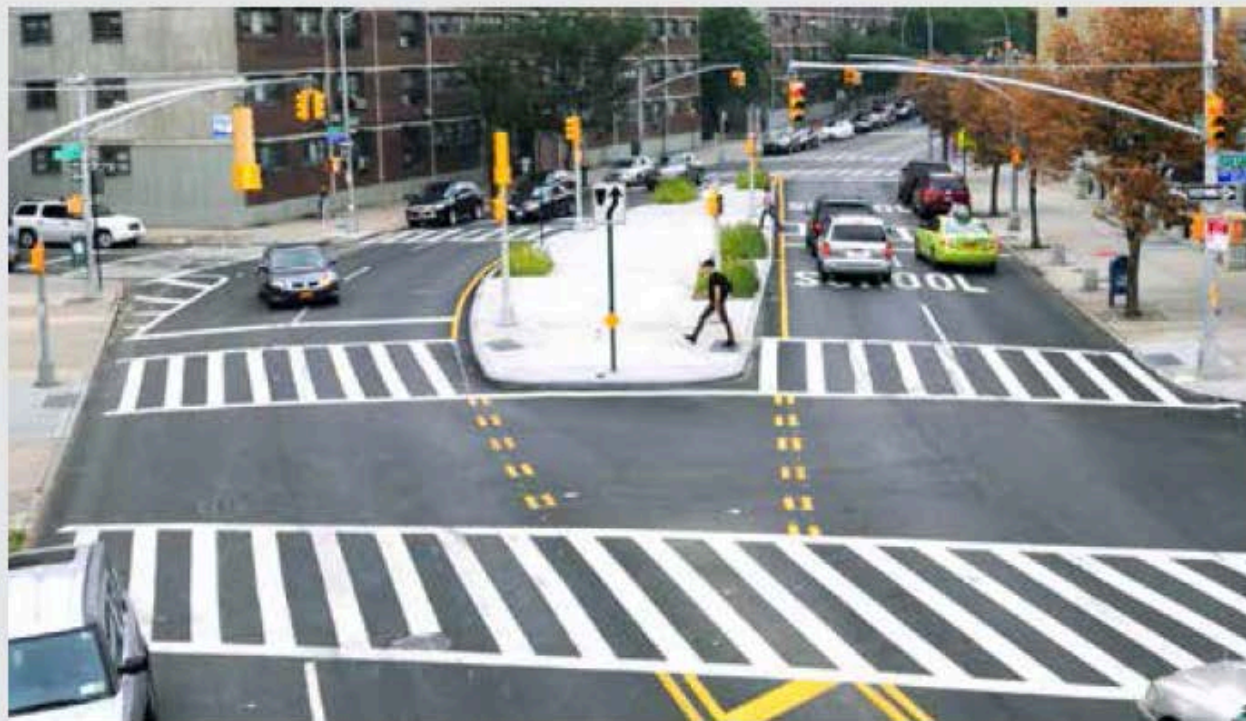
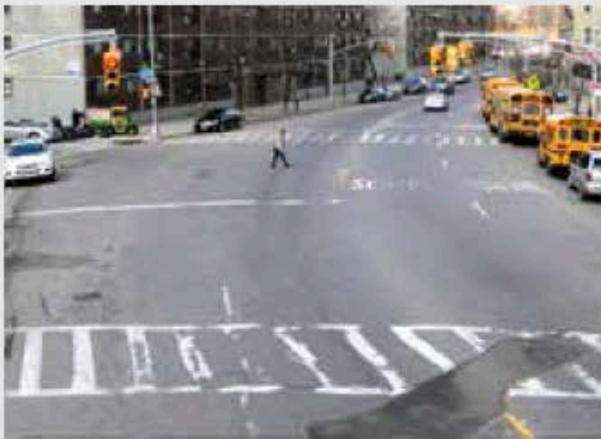
32,885





 x 1,000

- Responsibility
 - Road users vs. system design



“Every crash with serious injuries or fatalities is something you need to carefully look at and say,

‘What was wrong here?

What should I have done?’

– not the citizen –

‘What should / have done – as a professional and responsible person in the system.’”

Claes Tingvall, Director of Traffic Safety
Swedish National Road Administration

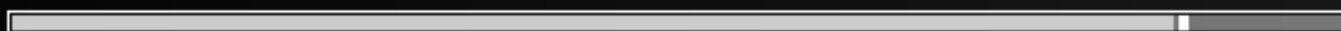


TRAFFIC SAFETY BY SWEDEN

IN EVERY SITUATION A PERSON MIGHT FAIL
THE ROAD SYSTEM SHOULD NOT

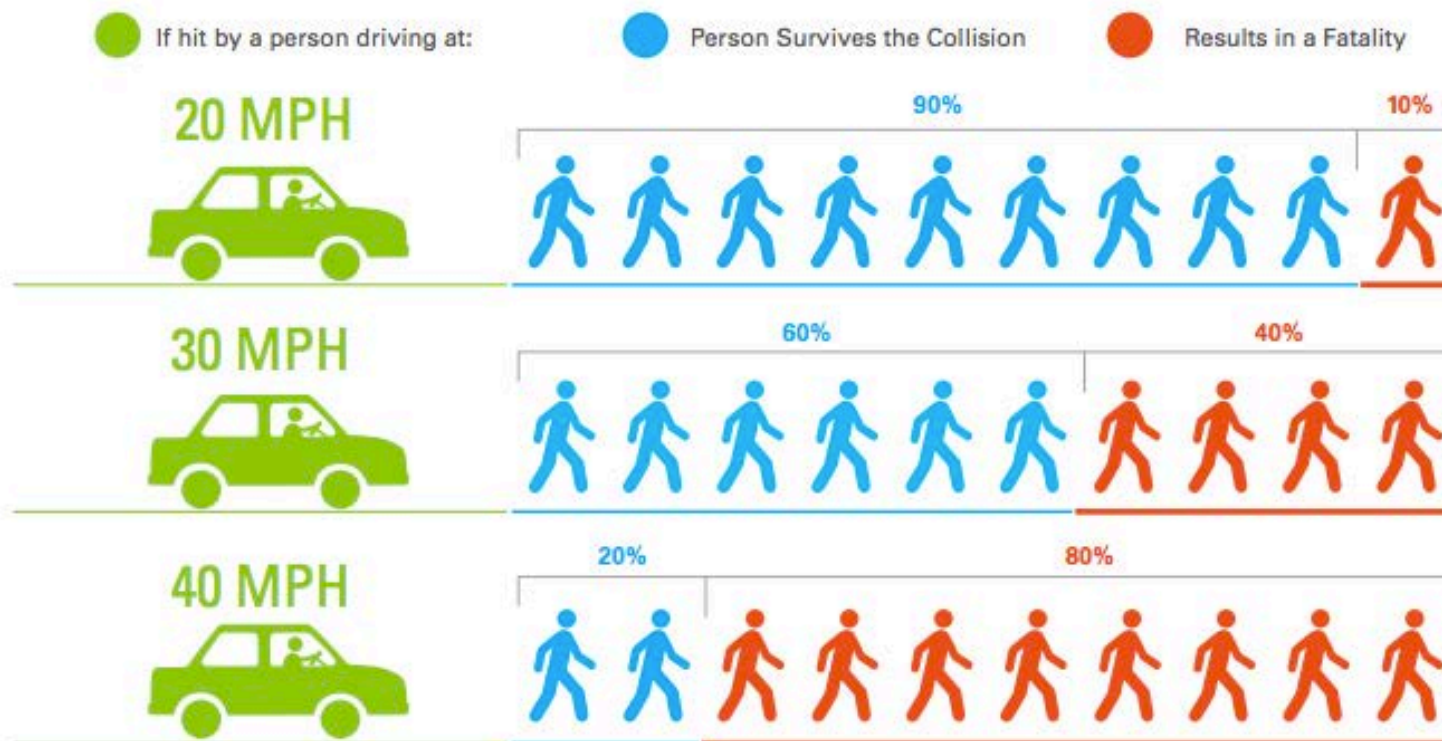


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- Safety

- While crashes cannot be completely eliminated, adjustments to the transportation system can ensure crashes do not lead to serious injury or death



Number of deaths
Traffic volume



Vision Zero Cities

A Vision Zero City meets the following minimum standards:

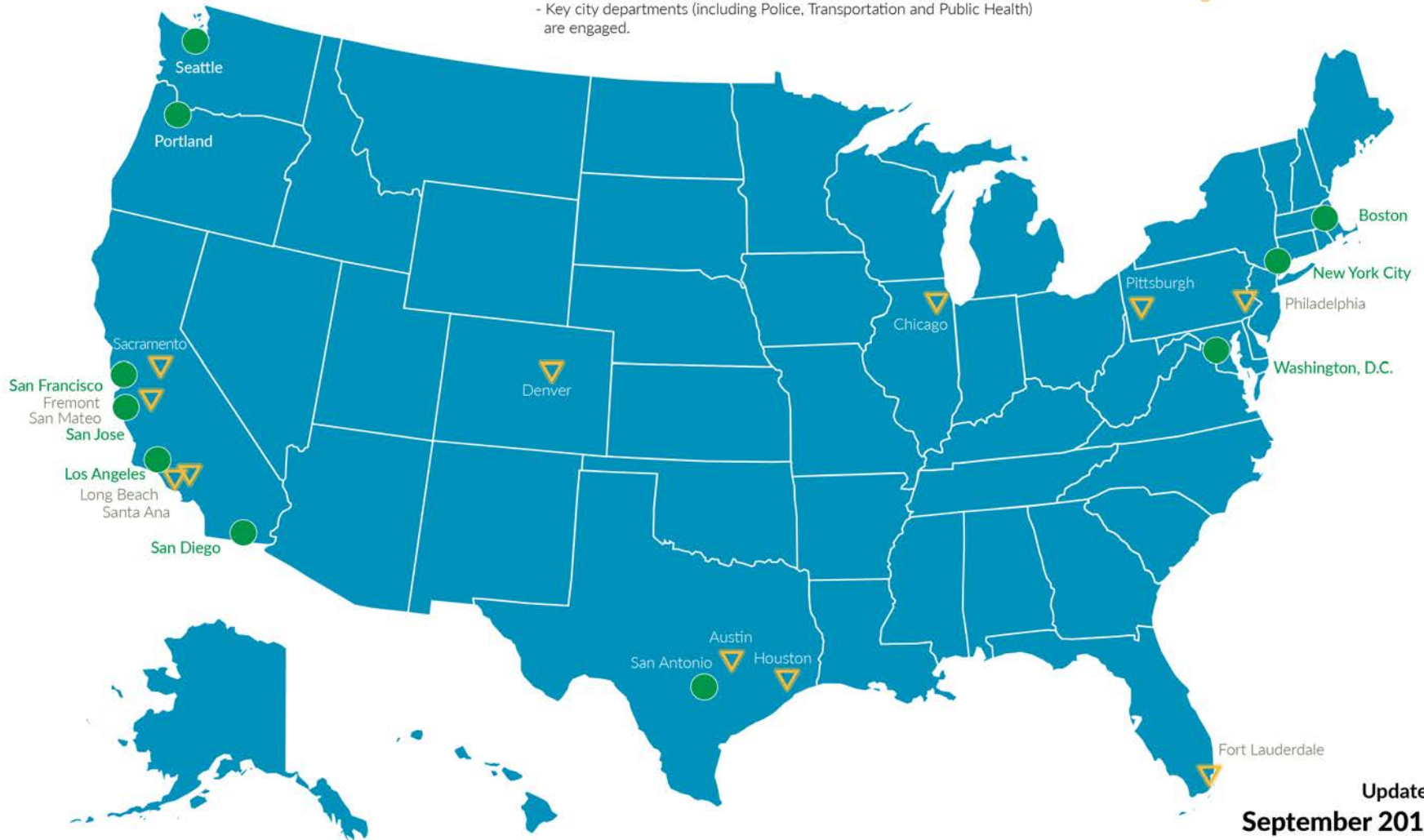
- Sets clear goal of eliminating traffic fatalities and severe injuries
- Mayor has publicly, officially committed to Vision Zero
- Vision Zero plan or strategy is in place, or Mayor has committed to doing so in clear time frame
- Key city departments (including Police, Transportation and Public Health) are engaged.



Vision Zero City



Considering
Vision Zero



Updated
September 2015

EXCLUSIVE: Pedestrian traffic deaths hit record low in New York City

The number of pedestrians killed in traffic accidents this year was 131 as of Sunday. That's the lowest since 1910, when officials began to keep reliable statistics, a mayoral spokesman said. Mayor de Blasio's 'Vision Zero' plan has enacted several changes this year, including 'slow zones' and increased NYPD enforcement of speeding laws.

BY PETE DONOHUE / NEW YORK DAILY NEWS / Tuesday, December 30, 2014, 2:30 AM

AAA

158

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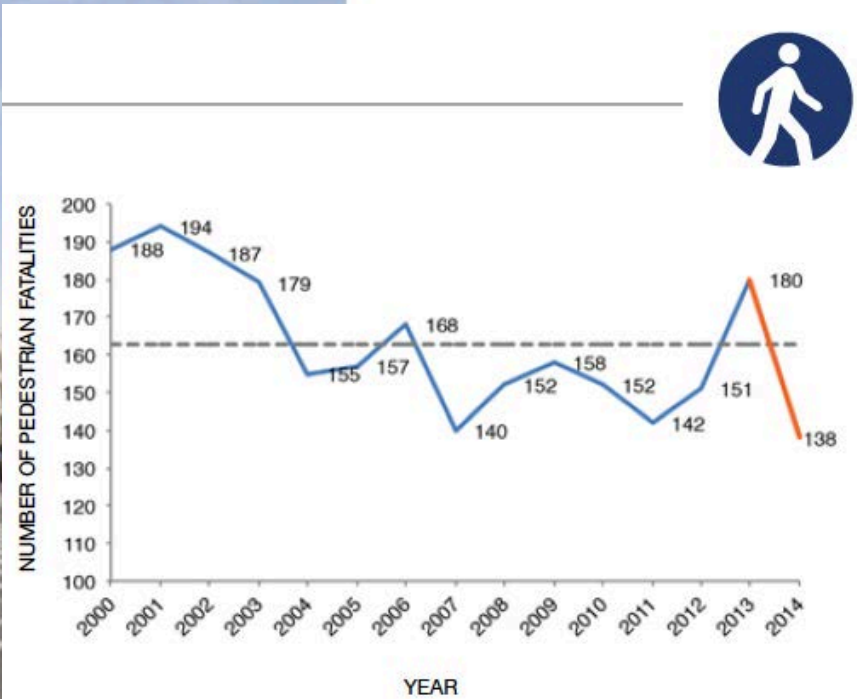
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Source: NYC DOT & NYPD

- World Health Organization
 - Vision Zero is a transportation best practice
- Centers for Disease Control and Prevention
 - Creating safe places to walk is an evidence-based strategy to reduce chronic disease



What Makes Vision Zero

- Goal of eliminating traffic fatalities and severe injuries
- Mayor has publicly, officially committed to Vision Zero
- Vision Zero policy and strategy
- Key city departments are engaged
 - Transportation
 - Police
 - Public health

- Proven policies
 - Traffic calming
 - Separated bike lanes
 - Area-wide traffic calming and 20 mph zones
 - Enforcement





- Public engagement
 - Strategy
 - Specific projects
 - Transparency on outcomes



Columbia Needs Vision Zero

Columbia Traffic Fatalities

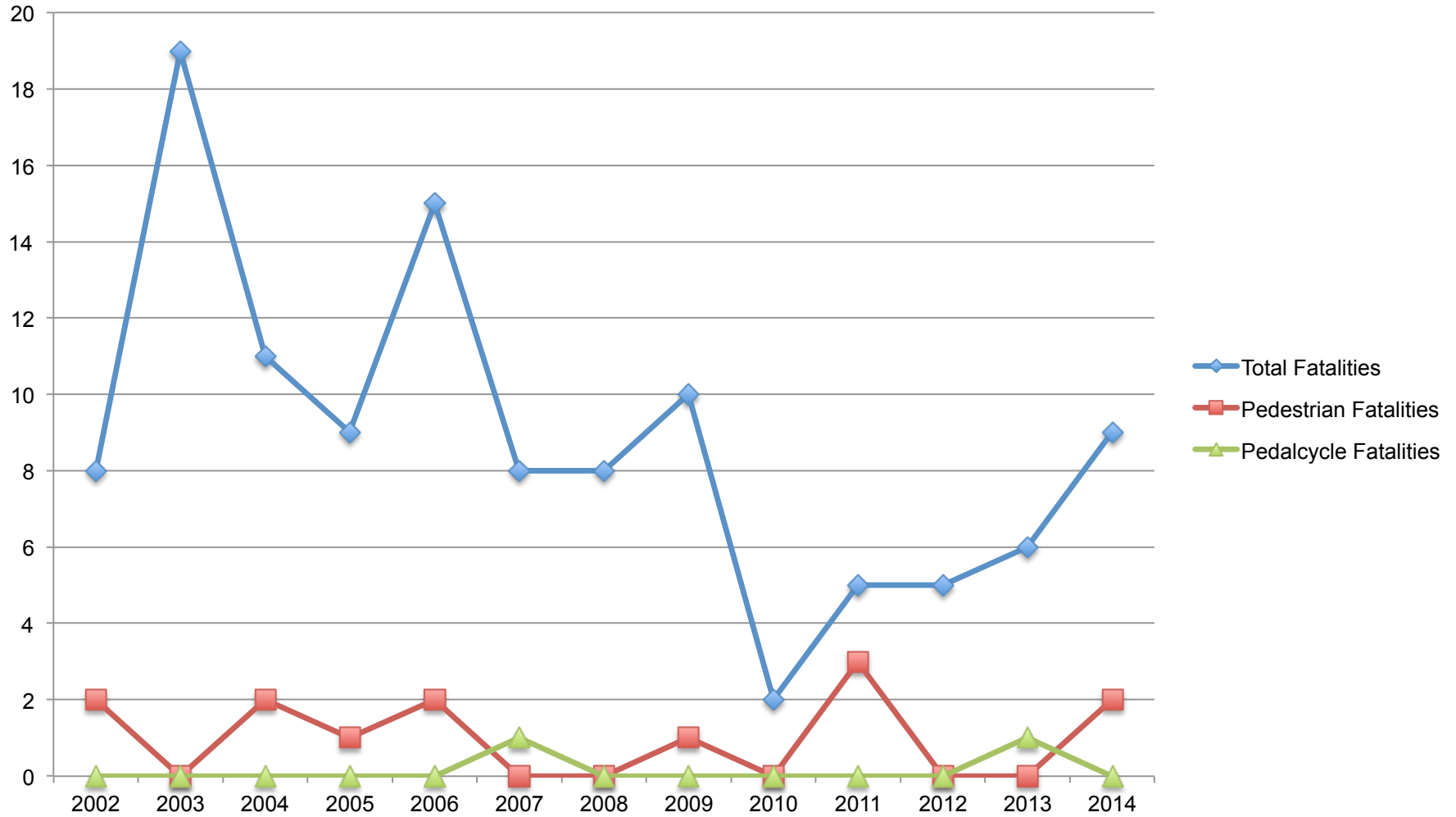
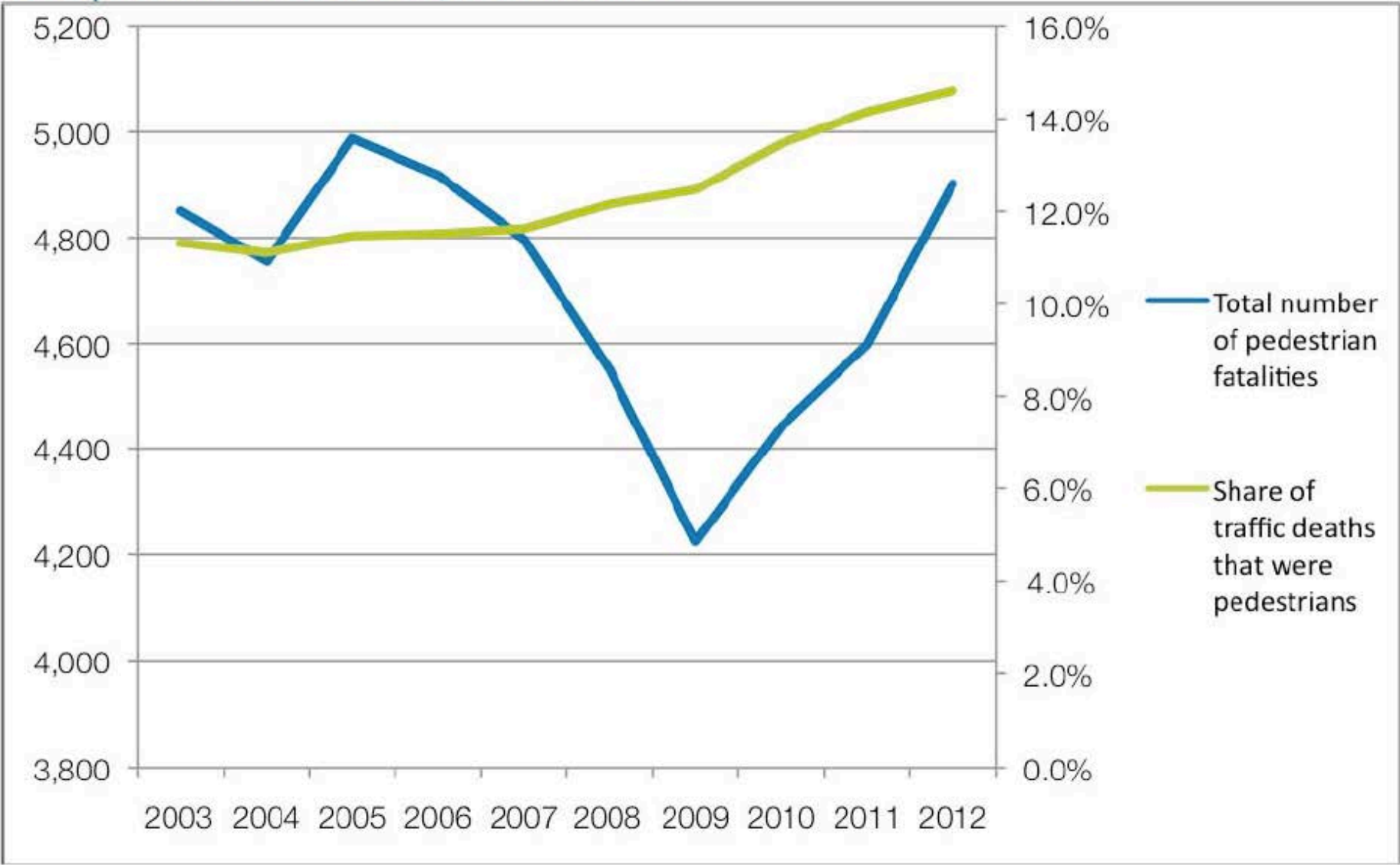
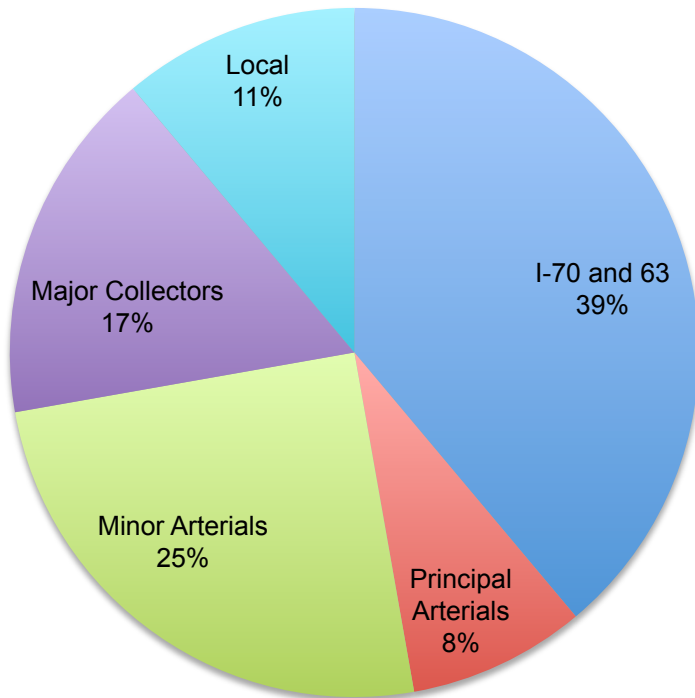


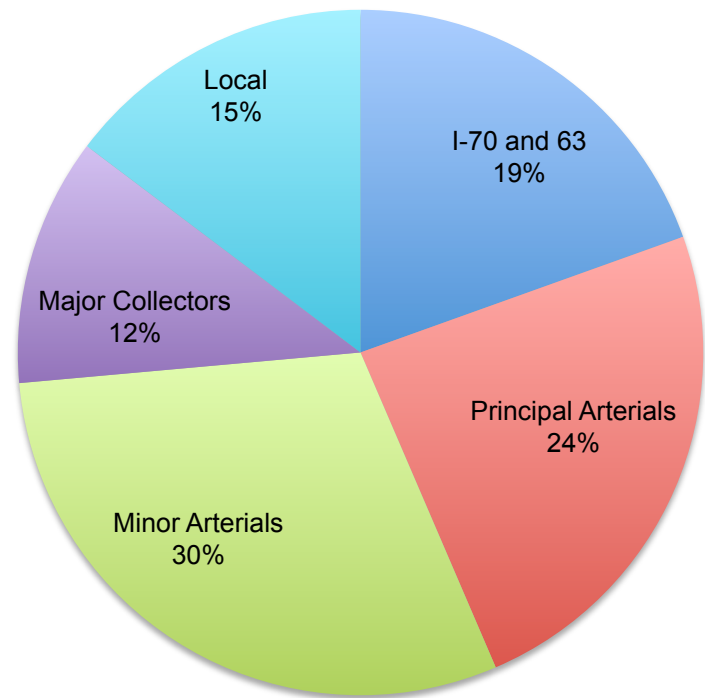
FIGURE 1
U.S. pedestrian fatalities, 2003–2012



Columbia Fatalities 2009-2014



Columbia Serious Injuries 2009-2014



Public Health

Missouri Department of Health & Senior Services

Jay Nixon, Governor
Gail Vasterling, Director

Healthy
Living

Senior &
Disability Services

Licensing &
Regulations

Disaster &
Emergency Planning

Data &
Statistics

Online
Services

Injury and Violence Prevention

Home » Healthy Living » Healthy Families » Injury and Violence Prevention

- What is Injury Prevention
- General Safety
- Suicide
- SAFE-CARE Network
- Safe Kids
- MIVPAC
- Links & Resources

What's New!

- Interscholastic Youth Sports Brain Injury Prevention Act. Effective August 28, 2011

Missouri Injury Facts

- Unintentional injuries are the leading cause of death among ages 1-44. More years of potential life were lost due to injury than to any other cause of death.
- Motor Vehicle traffic crashes are the leading cause of injury death among ages 3 - 44 which accounted 2016 fatalities and 557,567 total injuries in 2010 including disabling injuries.
- Falls are the leading cause of death among ages 65 and older. Death from falls in Missouri is significantly higher than the national average (72.32 vs. 48.4 per 100,000



Healthy Living

Environmental Factors

Chronic Diseases

Communicable Diseases

Healthy Families

Organ/Tissue Donation and
Registry

Women, Infants & Children (WIC)

Genetic Disease & Early
Childhood

Food Programs

Wellness & Prevention

Local Public Health Agencies

Immunizations

**Bureau of Community Health and
Wellness**

Missouri Department of Health and

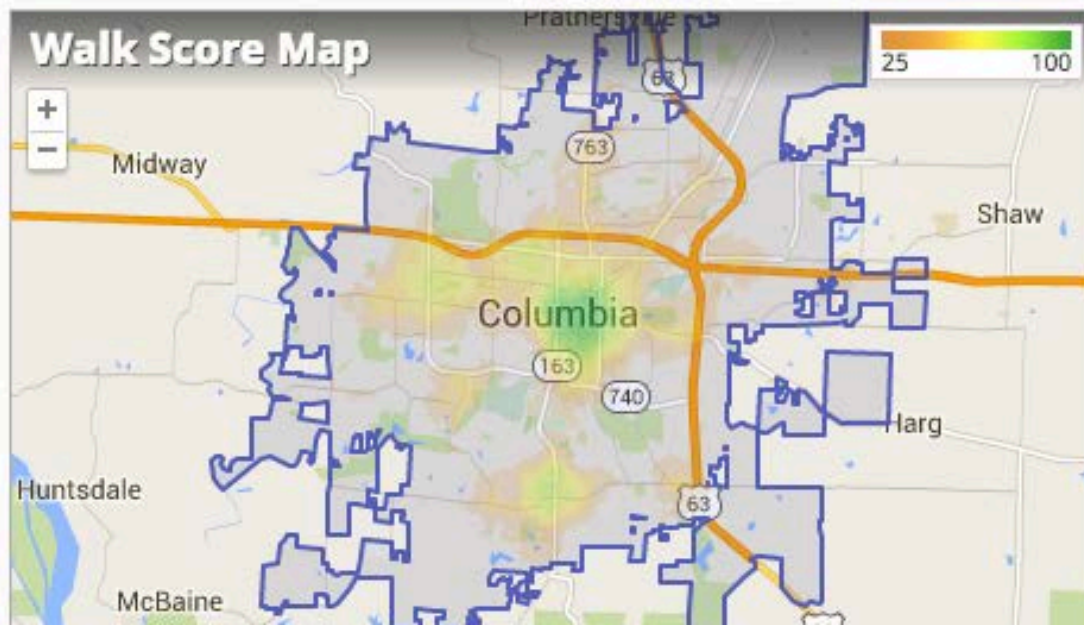
Public Health & Environment

- The perception of danger is a major barrier to walking and biking



Columbia is a Car-Dependent city

Most errands require a car.



Most errands require a car in Columbia.

Economy

Missouri

Cost of deaths from motor vehicle crashes

Motor vehicle crashes are the leading killer of children, teens, and young adults (ages 5 to 34) and among the top ten causes of death for all ages. Over 30,000 people are killed in crashes each year in the United States. In 2005, in addition to the impact on victims' families and friends, crash deaths resulted in \$41 billion nationally in medical and work loss costs. It's important to remember that crashes are preventable. Using effective programs and policies, we can reduce the number of injuries and deaths and their costs.



\$1.07 billion

Total crash-related death costs in Missouri in one year.

\$10 million
medical costs

\$1.06 billion
work loss costs

Social Equity

- Children
- Older adults
- People with diverse abilities
- Vulnerable road users

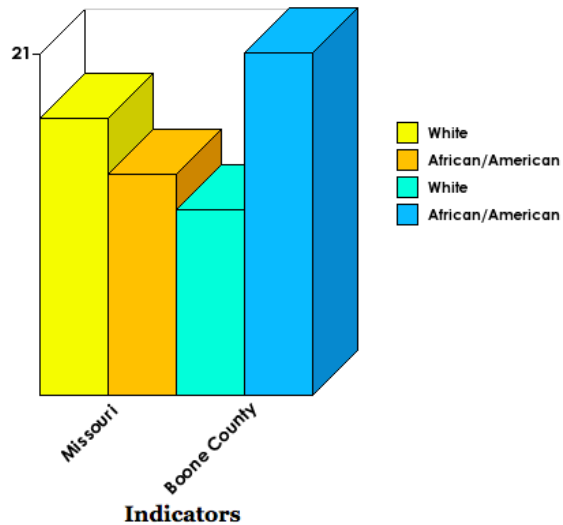


- People of color

Unintentional Injury Profile
Deaths: Motor Vehicle Traffic**
Missouri and Selected Counties/Cities

Rate

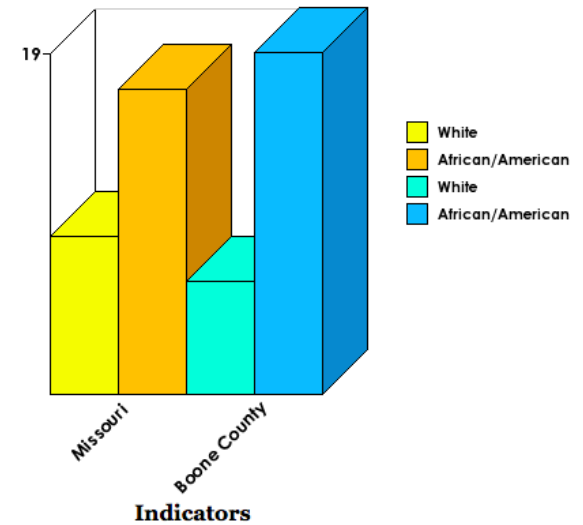
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White	Data Years	Number of Events	Rate	Significantly Different	Ranking Quintile	State Rate
Boone County	2002-2012	175	11.5	L	1	17.2
Missouri	2002-2012	9,651	17.2	N	N	17.2
African/American						
Boone County	2002-2012	35	21.3	N/S	N	13.8
Missouri	2002-2012	1,054	13.8	N	N	13.8

Unintentional Injury Profile
ER Visits: Motor Vehicle Traffic**
Missouri and Selected Counties/Cities

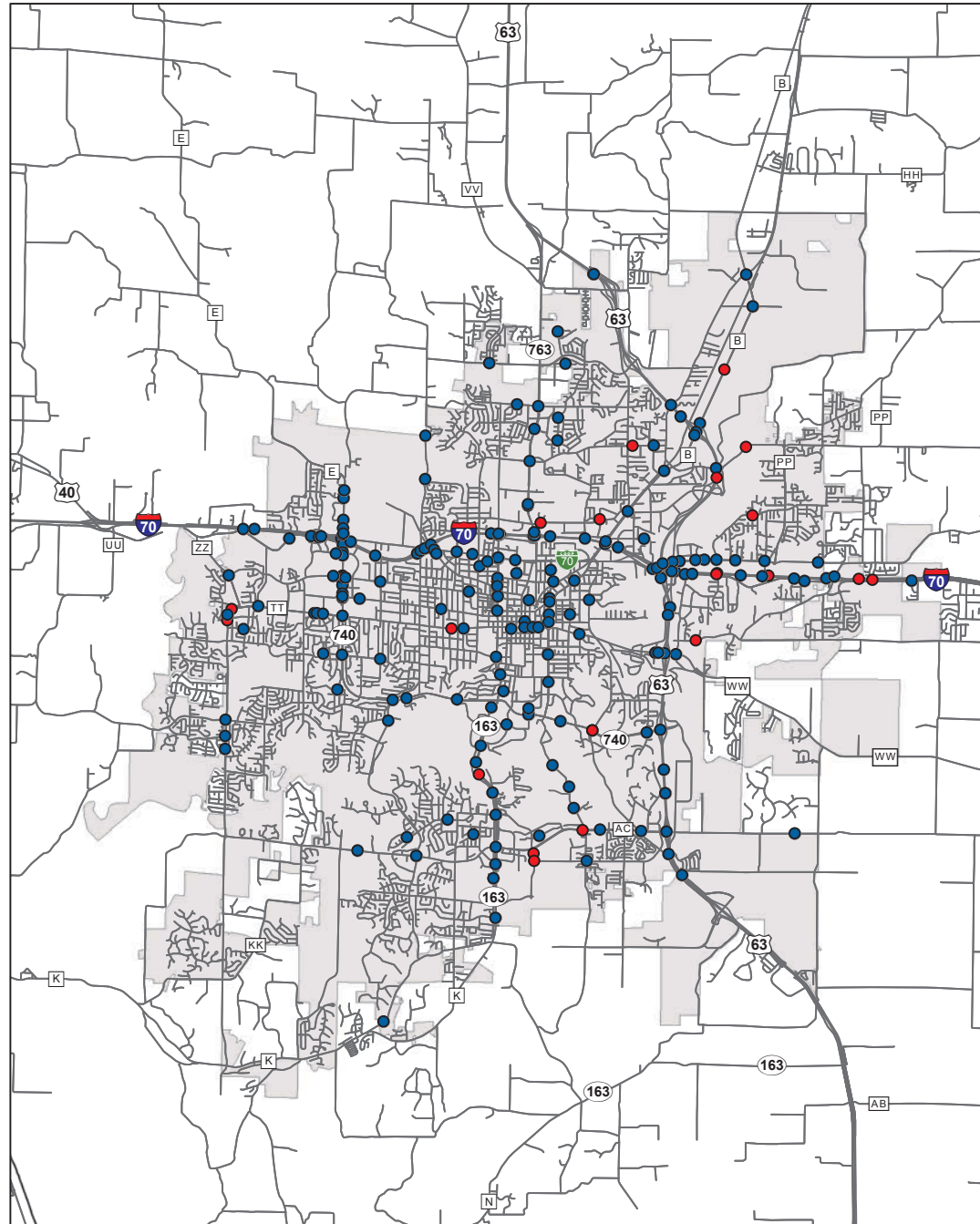
Rate



White	Data Years	Number of Events	Rate	Significantly Different	Ranking Quintile	State Rate
Missouri	2002-2012	463,314	8.6	N	N	8.6
Boone County	2002-2012	9,781	6.1	L	1	8.6
African/American						
Missouri	2002-2012	132,621	16.6	N	N	16.6
Boone County	2002-2012	3,248	18.7	H	N	16.6

Fatal and Serious Injury Crashes
City of Columbia
2010 - 2014

- Low-income families



Vision Zero Cities

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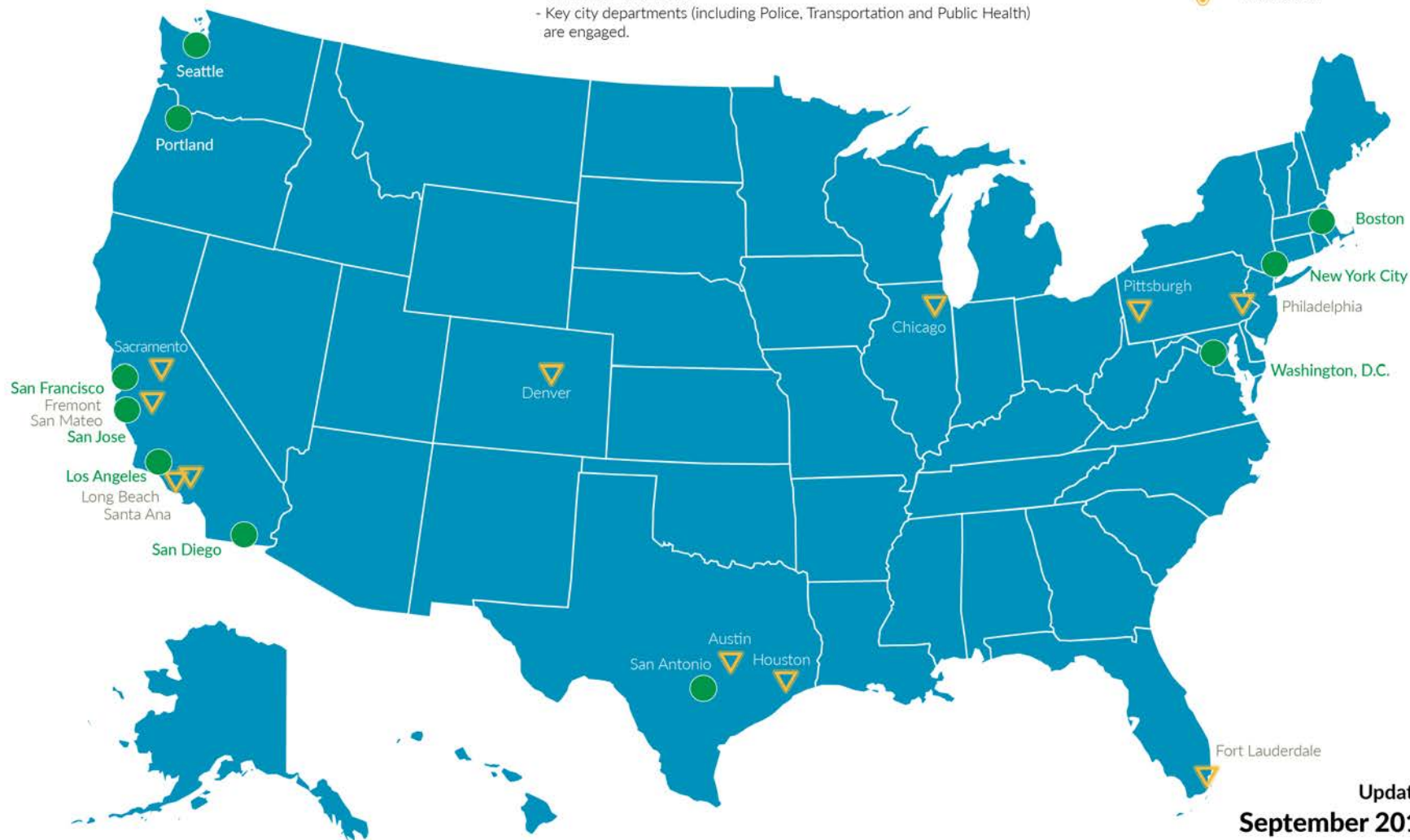
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Vision Zero City



Considering Vision Zero



Updated
September 2015

Missouri Foundation for Health Grant Proposal

- PedNet will lead a campaign to reduce Columbia's high rate of traffic fatalities and serious injuries by passing a Vision Zero policy
- 2 ½ year project
- Focus on the underserved



Objectives

1. Culture of zero tolerance for traffic fatalities and serious injuries
 - Comprehensive, community-wide marketing campaign
 - Town hall meetings
 - CPD vulnerable road user trainings

Education



2. Policy

- Transportation Safety Engineer
- Crash review panel
- Increased penalties for dangerous transportation behaviors
- Vision Zero policy and strategy

3. Decrease dangerous transportation behaviors at high-risk / high-need locations

- Marketing campaign
- CPD education/enforcement campaign
- Traffic counts

**Education
Enforcement
Evaluation**

Year 1				Year 2				Year 3	
Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
	Pre traffic counts				Mid traffic counts				Post traffic counts
		Marketing campaign							
				Education and enforcement campaign					
				Town hall meetings					
		Law enforcement trainings							
Transportation Safety Engineer									
		Crash review panel							
				Increased penalties					
				Vision Zero					

Pedestrian Safety Task Force

- Recommendations:
 - Adopt Vision Zero policy and strategy
 - Secure Mayor's leadership
 - Collaboration of City departments
 - Substantial collaboration with MoDOT